

FIELD FINAL - NOVEMBER 3, 1999

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(Columns are "card/column")
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(Revisions listed on last page)

AC1149  
PROJECT REGISTRATION #128314  
**CALIFORNIA TOBACCO**

THE GALLUP ORGANIZATION

X      APPROVED BY CLIENT

Opinion Leader Study  
Max Larsen/Dawn Balmforth  
Stacey Richter  
Jane Wood, Specwriter  
November, 1999

X APPROVED BY PROJECT MANAGER

n=500

I.D.#: 0 (1-6)

\*\*AREA CODE AND TELEPHONE NUMBER:

$$\overline{(1/32 - 1/41)}$$

\*\*INTERVIEW TIME:

$$\overline{(2/49 - 2/54)}$$

S1. CATEGORY: (Code from "Fone" file)

- 1 Government
- 2 Law Enforcement
- 3 Education
- 4 Health
- 5 Media
- 6 Business
- 7 Youth
- 8 Ethnic

(11/12)

S2. GEOGRAPHIC AREA: (Code from "Fone" file)

- 1 County-Level
- 2 City-Level
- 3 Sub-County Region
- 4 Multi-Region

\_\_\_\_\_ (11/13)

S3. TYPE: (Code from "Fone" file)

- 01 HOLD
- 02 County Supervisor
- 03 Health Officer
- 04 Health Services Director
- 05 HOLD
- 06 City Council Member
- 07 Mayor
  
- 08-
- 10 HOLD
  
- 11 County Sheriff
- 12 District Attorney
- 13 City Attorney
- 14 Police Chief
- 15 County School Board Member
- 16 County Superintendent of Schools
- 17 School District Superintendent
  
- 18-
- 22 HOLD
  
- 23 Newspaper Editor
- 24 Television News Director
- 25 Chamber of Commerce
- 26 Ethnic Chamber of Commerce
- 27 Visitors Bureau
  
- 28-
- 29 HOLD

\_\_\_\_\_ (11/14) (11/15)

\*\*I.D. NUMBER: (Code from "Fone" file)

\_\_\_\_\_ (16/18 - 16/27)

S5. COUNTY: (Code from "Fone" file)

001 Alameda  
013 Contra Costa  
019 Fresno  
033 Lake  
035 Lassen  
037 Los Angeles  
051 Mono  
053 Monterey  
059 Orange  
063 Plumas  
067 Sacramento  
071 San Bernardino  
073 San Diego  
075 San Francisco  
081 San Mateo  
085 Santa Clara  
089 Shasta  
115 Yuba

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(11/20 - 11/22)

S6. REGIONAL COMMUNITY LINKAGE PROJECT: (Autocode from S5)

- 01 (If code "001", "013", "075", "081" or "085" in S5:) Tobacco Free Bay Area Regional Project
- 02 (If code "089" or "115" in S5:) North Valley Region
- 03 (If code "053" in S5:) Central Coast Regional Project
- 04 (Code "051" or "067" in S5:) Gold County Tobacco Control Coalition
- 05 (If code "037" in S5:) LA Link Regional Project
- 06 (If code "033" in S5:) North Coast Regional Project
- 07 (If code "035" or "063" in S5:) High Country Health Consortium
- 08 (If code "019" in S5:) Central Valley Region
- 09 (If code "071" in S5:) Tri-County South Regional Tobacco Control Coalition
- 10 (If code "059" or "073" in S5:) Southern Coast Regional Board

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(11/23) (11/24)

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**(Ask to speak with name from "Fone" file)**

Hello, this is \_\_\_\_\_, from The Gallup Organization.

Gallup is assisting the California Department of Health Services to conduct an evaluation of the State's Tobacco Control Program. You have been selected as a key opinion leader in your county who can provide useful information for our evaluation. We want to gain your opinion and insight to tobacco problems, awareness of tobacco control activities, and the effect of the State's tobacco control efforts in your community. Your responses will be completely confidential, and never identified with you personally. Results will be released only in the aggregate.

1 Respondent available - **(Continue)**

4 Respondent not available -  
**(Set time to call back)**

8 (Refused) - **(Thank and Terminate)** \_\_\_\_\_ ( 5/12)

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**SECTION A**  
**SALIENCE/ISSUE INVOLVEMENT**

A1. The first few questions are about tobacco use. I am going to read you a few statements. For each, please tell me if you think this issue or problem is (read 4-1)? (First/Next), (read and rotate A-D)?

- 4 Very serious
- 3 Serious
- 2 Somewhat serious, OR
- 1 Not at all serious

- 5 (DK)
- 6 (Refused)

- A. In your community, how serious of a problem is tobacco use \_\_\_\_\_ ( 5/15)
- B. How serious of a problem is it that kids can get tobacco products \_\_\_\_\_ ( 5/16)
- C. How serious of a problem is it that non-smokers breathe in other people's smoke \_\_\_\_\_ ( 5/17)
- D. How serious of a problem is it that tobacco products are advertised in your community \_\_\_\_\_ ( 5/18)

**SECTION B**  
**TOBACCO USE**

**(INTERVIEWER READ:)** The next set of questions is about  
YOUR tobacco use.

B1. Have you smoked at least 100 cigarettes in your  
life?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/19)

B2. Do you now smoke cigarettes every day, some days,  
or not at all?

- 3 Every day
- 2 Some days
- 1 Not at all
  
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ ( 5/20)

**(There are no B3-B4)**

**(There is no B5)**

HOLD \_\_\_\_\_ 0 ( 5/25)

B6. Has any family member or close friend died from a  
smoking related illness, for example heart  
disease, lung disease, cancer, or emphysema?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/27)

(There is no B7)

HOLD      0 ( 9/28)

B8. How many of your friends are smokers? Would you say (read 1-5)?

- 1 None
- 2 A few
- 3 Less than half
- 4 About half
- 5 More than half

- 6 (DK)
- 7 (Refused)

           ( 9/29)

**SECTION C**  
**YOUTH ACCESS**

(INTERVIEWER READ:) The next set of questions is about youth and tobacco.

(There are no C1-C2)

(There are no C3 and C4)

HOLD      0 ( 5/32-  
5/38)

C5. To prevent stores from illegally selling tobacco to minors, do you think enforcement should focus on penalizing (read and rotate 1-2, then read 3-4)?

- 1 Youth only
- 2 Merchants only
- 3 Both youth and merchants
- 4 Neither youth nor merchants

- 5 (DK)
- 6 (Refused)

           ( 8/12)



**SECTION D**  
**ATTITUDES & OPINIONS**  
**RELATED TO SMOKING**

D1. Next, I am going to read you a series of smoking related statements. As I read each one, please tell me if you strongly agree, agree, disagree, or strongly disagree with the statement. How about **(read A-E)? Do you (read 4-1)? (Repeat scale as necessary, but at least every fourth statement)**

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree
  
- 5 (DK)
- 6 (Refused)
- 7 (Don't go to bars)

A. Store owners should need a license to sell cigarettes just like alcoholic beverages \_\_\_\_\_ ( 5/39)

B. Police "stings" increase compliance with youth tobacco access laws \_\_\_\_\_ ( 5/41)

**Exposure to ETS**

C. Smoking in outdoor public areas should be restricted \_\_\_\_\_ ( 5/43)

D. The law banning smoking in bars should be overturned \_\_\_\_\_ ( 8/13)

E. Apartment complexes should adopt no-smoking policies to prevent non-smokers from being exposed to tobacco smoke on balconies and through ventilation systems \_\_\_\_\_ ( 8/14)

**Countering Pro-tobacco Advertising**

D2. The next statements relate to tobacco advertising and promotions. How strongly do you agree or disagree that **(read A-H)? (If necessary, repeat scale)**

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

- A. Tobacco advertising in stores should be banned \_\_\_\_\_ ( 5/44)
- B. Kids under age 18 should be prohibited from wearing or bringing to school items that have a tobacco company brand name or picture on them \_\_\_\_\_ ( 5/45)
- C. Tobacco companies should not be allowed to sponsor sporting events, fairs, or community events \_\_\_\_\_ ( 5/46)
- D. Tobacco advertising should be banned from entertainment newspapers and magazines that target youth \_\_\_\_\_ ( 5/47)
- E. Tobacco companies should not be allowed to host events at bars or nightclubs \_\_\_\_\_ ( 8/15)
- F. Tobacco control policies to reduce tobacco advertising, promotion, and sponsorship are best made at the city or county level rather than the state or national level \_\_\_\_\_ ( 8/16)
- G. Something should be done to reduce the amount of smoking shown on TV programs and in films \_\_\_\_\_ ( 8/17)
- H. Tobacco companies should not be allowed to sponsor college fraternity or sorority events, or events by college governing bodies \_\_\_\_\_ ( 9/30)

**Related to other types of policies**

D3. And how strongly do you agree or disagree that  
**(read A-D)? (If necessary, repeat scale)**

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

A. The government should not interfere with  
individuals' decisions about smoking \_\_\_\_\_ ( 5/48)

(There are no B and C) HOLD \_\_\_\_\_ 0 ( 5/52-  
5/53)

D. The government should regulate tobacco  
company presence on the Internet \_\_\_\_\_ ( 9/31)

D4. Have you seen or heard anything about the national  
tobacco settlement between the tobacco companies  
and 46 states, including California?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 9/32)

D5. As a result of the settlement, California will receive annual payments from tobacco companies, starting at \$400 to \$500 million per year. In your opinion, how much money from the tobacco settlement should be spent on reducing tobacco use in California? Would you say (read 1-5)?

- 1 None
- 2 Less than half
- 3 About half
- 4 More than half, OR
- 5 All

- 6 (DK)
- 7 (Refused)

\_\_\_\_\_ ( 9/33)

D6. Proposition 10, the 1998 California Children and Families First Act, will fund childhood development programs with revenues from an additional 50 cents tax on tobacco products. Over the next year, what percentage of Prop 10 funds available for use in your county should be allocated for local tobacco control programs for children and families? (Open ended and code actual percent)

- 000 None
- 101 (DK)
- 102 (Refused)

\_\_\_\_\_ ( 9/34 - 9/36)

(There are no D7-D10)

(There are no D11-D13)

HOLD      0 ( 9/37-  
9/39)

**SECTION E**  
**RECALL OF MEDIA**

**(INTERVIEWER READ:)** The next set of questions ask about your exposure to the media and different types of advertising. By media we mean radio, television, newspapers, billboards, and the like.

**(There is no E1)**

E2. How often do you read a national newspaper, such as The Wall Street Journal, New York Times or USA Today? Would you say **(read 4-1)**?

- 4 Every day
- 3 Most days
- 2 Some days, OR
- 1 Never
  
- 5 (DK)
- 6 (Refused)
- 7 (Don't read national newspapers)

\_\_\_\_\_ ( 5/60 )

E3. When you see or hear commercials in the media, such as on radio, television, or billboards, how often do you see or hear commercials about the dangers of smoking or chewing tobacco? Would you say **(read 4-1)**?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever, OR
- 1 Never
  
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/18 )

**(There are no E4 and E5)**

**(There is no E6)**

HOLD \_\_\_\_\_ 0 ( 9/40 )

(There is no E7)

E8. In the past year, have you seen a TELEVISION commercial in which several tobacco company business men raise their hands, swear an OATH before Congress, and then talk about cigarette smoking ?

1 Yes - (Continue)

2 No (Skip to E13)

3 (DK) (Skip to E13)

4 (Refused) (Skip to E13)

5 (Never watch TV) - (Skip to E28) \_\_\_\_\_ ( 9/41)

(There are no E9 and E10)

E11. (If code "1" in E8, ask:) Did you talk to anyone, such as family, friends or coworkers, about the OATH commercial?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 9/42)

(There is no E12)

E13. In the past year, have you seen a TELEVISION commercial in which a young child is using alphabet BLOCKS to spell out the names of health problems?

1 Yes - (Continue)

2 No (Skip to E17)

3 (DK) (Skip to E17)

4 (Refused) (Skip to E17)

\_\_\_\_\_ ( 9/43)

(There are no E14 and E15)

E16. (If code "1" in E13, ask:) Did you talk to anyone about the Blocks commercial?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 9/44)

E17. In the past year, have you seen a TELEVISION commercial in which a SAD MAN is sitting in a chair talking about his wife who died?

1 Yes - (Continue)

2 No (Skip to E20)

3 (DK) (Skip to E20)

4 (Refused) (Skip to E20)

\_\_\_\_\_ ( 9/45)

(There is no E18)

E19. (If code "1" in E17, ask:) Did you talk to anyone about the SAD MAN commercial?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 9/46)

E20. In the past year, have you seen a TELEVISION commercial, in which a BOY, talking sadly, remembers things about his father who died from cancer?

- 1 Yes - (Continue)
- 2 No (Skip to E28)
- 3 (DK) (Skip to E28)
- 4 (Refused) (Skip to E28)

\_\_\_\_\_ ( 9/47)

(There are no E21 and E22)

E23. (If code "1" in E20, ask:) Did you talk to anyone about the BOY commercial?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 9/48)

(There are no E24-E27a)



E28. In the past year, have you seen an outdoor, bus or billboard sign with a picture of a sad boy and words that talk about how the boy's DAD was hurt by tobacco?

1 Yes - (Continue)

2 No (Skip to E31b)

3 (DK) (Skip to E31b)

4 (Refused) (Skip to E31b)

\_\_\_\_\_ ( 9/49)

(There is no E29)

E30. Did you talk to any family, friends or co-workers about the DAD outdoor, bus or billboard sign?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 9/50)

(There are no E31 and E31a)

E31b. In the past year, have you seen an outdoor billboard sign in which a COWBOY in a red shirt leans against a fence and talks on a cell-phone?

1 Yes - (Continue)

2 No - (Skip to "Interviewer Read" before F15a)

3 (DK) - (Skip to "Interviewer Read" before F15a)

4 (Refused) - (Skip to "Interviewer Read" before F15a)

\_\_\_\_\_ ( 9/51)

(There is no E31c)

E31d.      (If code "1" in E31b, ask:) Did you talk to  
anyone about the Cowboy bus or billboard  
sign?

1      Yes

2      No

3      (DK)

4      (Refused)

\_\_\_\_\_ ( 9/52)

(There is no E31e)

(There is no E32)

HOLD

\_\_\_\_\_ 0 ( 9/53)

**SECTION F**  
**RECALL OF COMMUNITY PROGRAMS**

**(INTERVIEWER READ:)** This next section focuses on efforts to keep kids from buying cigarettes or chewing tobacco in your community. Our first few questions will be about specific activities that may have taken place in your county in the past year.

(There are no F1-F13)

(There are no F14 and F15)	HOLD	<u>0</u>	( 8/32- 8/35)
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F15a. Have you heard about any activities in your county in the past year to keep children under 18 from getting cigarettes?

- |   |           |               |                           |
|---|-----------|---------------|---------------------------|
| 1 | Yes       | - (Continue)  |                           |
| 2 | No        | (Skip to F18) |                           |
| 3 | (DK)      | (Skip to F18) |                           |
| 4 | (Refused) | (Skip to F18) | <u>          </u> ( 9/54) |

(There is no F16)	HOLD	<u>0</u>	( 8/36)
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(There is no F16a)	HOLD	<u>0</u>	( 9/55)
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F17. In the past year, how often have you PARTICIPATED in community activities to keep youth from getting cigarettes? (Open ended and code)

- |   |                 |
|---|-----------------|
| 0 | Never           |
| 1 | 1 time          |
| 2 | 2 times         |
| 3 | 3 times         |
| 4 | 4 or more times |
| 5 | (DK)            |
| 6 | (Refused)       |

( 8/37 )

F18. In the past year, how often have you TALKED WITH ANYONE, such as family, friends, or co-workers, about the problem of youth getting cigarettes? Would you say (**read 4-1**)?

- 4 Often  
3 Sometimes  
2 Hardly ever (rarely), OR  
1 Never
- 5 (DK)  
6 (Refused)

( 8 / 38 )

F19. Have you heard about any activities in your county in the past year to reduce the presence of tobacco and tobacco advertising?

- 1      Yes    -    (Continue)  
2      No                         (Skip to F21)  
3      (DK)                        (Skip to F21)  
4      (Refused)                  (Skip to F21)

( 8 / 39 )

HOLD                  0    ( 8 / 40 –  
   8 / 42 )

F20. (If code "1" in F19, ask:) In the past year, how often have you PARTICIPATED in community activities to reduce tobacco advertising and marketing? (Open ended and code)

- 0 Never
- 1 1 time
- 2 2 times
- 3 3 times
- 4 4 or more times
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/43)

F21. In the past year, how often have you TALKED WITH ANYONE, such as family, friends, or co-workers about the problem of tobacco advertising and marketing? Would you say (read 4-1)?

- 4 Often
- 3 Sometimes
- 2 Hardly ever (rarely), OR
- 1 Never
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/44)

F22. Have you heard about any activities to reduce second-hand smoke in your county in the past year?

- 1 Yes - (Continue)
- 2 No (Skip to F24)
- 3 (DK) (Skip to F24)
- 4 (Refused) (Skip to F24)

\_\_\_\_\_ ( 8/45)

HOLD      0 ( 8/46-  
8/47)

F23. (If code "1" in F22, ask:) In the past year, how often have you PARTICIPATED in community activities to reduce exposure to second-hand smoke? (Open ended and code)

- 0 Never
- 1 1 time
- 2 2 times
- 3 3 times
- 4 4 or more times
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/48 )

F24. In the past year, how often have you TALKED TO ANYONE, such as family, friends, or co-workers, about the problem of second-hand smoke? Would you say (read 4-1)?

- 4 Often
- 3 Sometimes
- 2 Hardly ever (rarely)
- 1 Never
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/49 )

(THERE IS NO SECTION G: RECALL OF CDE PROGRAMS)

(There is no G1)

**SECTION H**  
**GENERAL TCS PROGRAMS**

**(INTERVIEWER READ:)** The next few questions ask you about the focus of future statewide tobacco control media, community, and school programs. You will be given two choices and will be asked to pick one of the two choices.

H1. In the future, do you think that the statewide tobacco control program should focus more on **(read and rotate 1-2)**?

1 Smoking cessation

OR

2 Countering the tobacco industry

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 8/50)

H2. In the future, do you think that the statewide tobacco control program should focus more on **(read and rotate 1-2)**?

1 The personal health hazards of second-hand smoke

OR

2 Challenging tobacco industry marketing strategies

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 8/51)

H3. In the future, do you think that the statewide tobacco control program should focus more on (read and rotate 1-2)?

1 Ways to reduce youth access to tobacco products

OR

2 Educating youth about the dangers of tobacco use

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/25)

**SECTION I**  
**PARTICIPATION & ADVOCACY**

I1. Are you PERSONALLY a member of any of the following? How about (read and rotate A-D)?

1 Yes

2 No

3 (DK)

4 (Refused)

A. The local tobacco control coalition sponsored by the (response in S5) County Health Department

\_\_\_\_\_ ( 6/26)

B. The (response in S6)

\_\_\_\_\_ ( 6/32)

C. One of the ethnic networks for tobacco control

\_\_\_\_\_ ( 8/52)

D. Your county's Proposition 10 Children and Families First Commission

\_\_\_\_\_ ( 9/56)

(There is no I2)



I3. (If code "1" to ANY in #I1 A-C, ask:) How involved  
have you been in this/these group(s)? Would you  
say (read 3-1)?

3 Very involved  
2 Moderately involved, OR  
1 Not very involved

4 (DK)

5 (Refused)

\_\_\_\_\_ ( 6/30)

(There is no I4)

HOLD

\_\_\_\_\_ 0 ( 6/36-  
6/39)

(There are no I5-I13)

**(INTERVIEWER READ:)** The next set of questions is about your participation in different types of activities related to reducing tobacco use in your community.

I14. As I read each one, please tell me if you participated in that activity or event in the past year. During the last year (12 months), **(read I15-I21, as appropriate)? (NOTE TO INTERVIEWER: Respondents' participation may relate to any work or non-work activities)**

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

I15. Did you PARTICIPATE IN A COMMUNITY MEETING OR EVENT to reduce tobacco use such as a public hearing or fair

\_\_\_\_\_ ( 6/45)

I16. **(If code "2-8" in S1, ask:)** Did you CONTACT A GOVERNMENT OFFICIAL by phone, by mail, or in person about reducing tobacco use such as a member of the school board, city council, or Board of Supervisors **(NOTE TO INTERVIEWER: You may be speaking with a member of the school board. If necessary, clarify that they may have spoken with another school board member)**

\_\_\_\_\_ ( 6/46)

I17. **(If code "1-4" or "6-8" in S1, ask:)** Did you CONTACT SOMEONE FROM THE MEDIA by phone, by mail, or in person about reducing tobacco use

\_\_\_\_\_ ( 6/47)

I18. Did you serve on any boards, councils, advisory groups or committees that worked to reduce tobacco use

\_\_\_\_\_ ( 6/48)

I19. Have you donated time or money to community organizations or political campaigns that work to reduce tobacco use

\_\_\_\_\_ ( 6/49)

I20. Have you participated in drafting any policies, laws, ordinances or regulations about reducing tobacco use \_\_\_\_\_ ( 6/50)

I21. Have you done anything else related to reducing tobacco use in your community \_\_\_\_\_ ( 6/51)

**(If code "1" to ANY in I15-I21, Continue;  
Otherwise, Skip to I23)**

I22. During the last year (12 months), how often have you encouraged friends or colleagues to participate in activities to reduce tobacco use? Would you say **(read 4-1)**?

4 Often  
3 Sometimes  
2 Hardly ever, OR  
1 Never

5 (DK)  
6 (Refused) \_\_\_\_\_ ( 6/52)

I23. How interested are you in tobacco-related issues, such as tobacco use, smoking restrictions, tobacco advertising, tobacco companies and the like? Are you **(read 4-1)**?

4 Very interested  
3 Interested  
2 Not very interested, OR  
1 Not at all interested

5 (DK)  
6 (Refused) \_\_\_\_\_ ( 9/57)

I24. Have you ever been contacted by or received information from a tobacco company?

1 Yes  
2 No  
3 (DK)  
4 (Refused)

\_\_\_\_\_ ( 9/58)

**SECTION J**  
**SOCIAL NORMS**

**(INTERVIEWER READ:)** The next few questions are about adults and youth in your community.

J1. Out of every 100 ADULTS in your community, how many do you think smoke cigarettes? (Open ended **and code actual number**)

000 None

001-  
100

101-  
997 BLOCK

998 (DK)  
999 (Refused)

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( 6/57 - 6/59)

J2. Out of every 100 HIGH SCHOOL STUDENTS in your community, how many do you think smoke cigarettes at least once a month? (Open ended **and code actual number**)

000 None

001-  
100

101-  
997 BLOCK

998 (DK)  
999 (Refused)

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( 6/60 - 6/62)

(There is no J2A)

HOLD

0 ( 8/53-  
8/55)

J2B. Where do you think youth under age 18 who smoke get most of their cigarettes? Do you think (read 1-6)?

- 1 They buy them from a store
- 2 Someone BUYS cigarettes for them
- 3 Someone GIVES them cigarettes
- 4 They steal them from a store
- 5 They steal them from their home
- 6 Or some other way (Do NOT list)
- 7 (DK)
- 8 (Refused)

\_\_\_\_\_ ( 8/56)

J3. How supportive do you think COMMUNITY RESIDENTS are of efforts to reduce tobacco use among youth? Would you say (read 4-1)?

- 4 Very supportive
- 3 Somewhat supportive
- 2 Not very supportive, OR
- 1 Not supportive at all
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/63)

J4. How supportive do you think COMMUNITY RESIDENTS are of efforts to reduce tobacco use among adults? Would you say (read 4-1)?

- 4 Very supportive
- 3 Somewhat supportive
- 2 Not very supportive, OR
- 1 Not supportive at all
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/64)

**(INTERVIEWER READ:)** Now, I am going to ask you about  
community leaders.

J5. How supportive do you think COMMUNITY LEADERS are  
of efforts to reduce tobacco use among youth?  
Would you say **(read 4-1)**?

- 4 Very supportive
- 3 Somewhat supportive
- 2 Not very supportive, OR
- 1 Not supportive at all

5 (DK)

6 (Refused)

\_\_\_\_\_ ( 6/65)

J6. How supportive do you think COMMUNITY LEADERS are  
of efforts to reduce tobacco use among adults?  
Would you say **(read 4-1)**?

- 4 Very supportive
- 3 Somewhat supportive
- 2 Not very supportive, OR
- 1 Not supportive at all

5 (DK)

6 (Refused)

\_\_\_\_\_ ( 6/66)

**SECTION K**  
**PUBLIC/VOLUNTARY POLICIES**

(There is no Section K)

HOLD

\_\_\_\_\_ 0 \_\_\_\_\_ ( 6/67)

\_\_\_\_\_ 0 \_\_\_\_\_ ( 8/57)

**SECTION L**  
**ENFORCEMENT OF PUBLIC/**  
**VOLUNTARY POLICIES**

**PERCEPTION OF FORMAL ENFORCEMENT**

**(INTERVIEWER READ:)** For the next set of questions, I will read you a statement and then ask you whether you strongly agree, agree, disagree, or strongly disagree with the statement. How strongly do you agree or disagree that **(read L1-L2a)**?

L1. In your community, policies to keep kids from buying cigarettes or chewing tobacco are being enforced. Do you **(read 4-1)**?

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree
  
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/73)

L2. In your community, policies to ban smoking in restaurants, cafeterias, and indoor work places are being enforced. Do you **(read 4-1)**?

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree
  
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/74)

L2a. In your community, policies to ban smoking in bars are being enforced. Do you (read 4-1)?

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 8/58)

**(There is no L2b)**

HOLD

\_\_\_\_\_ 0 ( 8/59-  
8/67)

L3. In your community, the state law to restrict tobacco advertising on billboards, buses, and bus shelters is being enforced? Do you (read 4-1)?

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 9/59)



L4. Next, I am going to read you a series of statements on your personal opinions regarding smoking. For each, please tell me if you strongly agree, agree, disagree, or strongly disagree with the statement. Please tell me if the statement does not apply to you. (read and rotate A-F, as appropriate)?

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

- 7 (I did not live in California  
ten years ago)
- 8 (I have not been outside of  
California recently)

A. I don't see a lot of smoking in public places  
in California \_\_\_\_\_ ( 9/60)

B. I used to see a lot more smoking in public  
places in California ten years ago \_\_\_\_\_ ( 9/61)

(There are no C-E) HOLD \_\_\_\_\_ 0 ( 9/62-  
9/64)

F. I see a lot of smoking in public places in  
other states \_\_\_\_\_ ( 9/65)

**SECTION M**  
**BACKGROUND**

**(INTERVIEWER READ:)** I have just a few additional questions to ask you for statistical purposes.

M1. How long have you been with your agency or organization? (Open ended **and code actual number of months and/or years**)

MONTHS:

00 Response not given in months  
97 Less than one month  
98 (DK)  
99 (Refused)

\_\_\_\_\_  
( 6/77) ( 6/78)

YEARS:

00 Response not given in years  
98 (DK)  
99 (Refused)

\_\_\_\_\_  
( 6/79) ( 6/80)

M2. Please tell me the county that you currently live in. (Open ended and code)

001 Alameda  
013 Contra Costa  
019 Fresno  
033 Lake  
035 Lassen  
037 Los Angeles  
051 Mono  
053 Monterey  
059 Orange  
063 Plumas  
067 Sacramento  
071 San Bernardino  
073 San Diego  
075 San Francisco  
081 San Mateo  
085 Santa Clara  
089 Shasta  
115 Yuba  
  
997 Other (list)  
998 (DK)  
999 (Refused)

---

( 7/12 - 7/14 )

M3. What is the name of the city or town where you live? (Open ended and code)

(If code "001" in M2:)

001 Alameda  
002 Albany  
003 Berkeley  
004 Dublin  
005 Emeryville  
006 Fremont  
007 Hayward  
008 Livermore  
009 Newark  
010 Oakland  
011 Piedmont  
012 Pleasanton  
013 San Leandro  
014 Union City

(If code "013" in M2:)

015 Antioch  
016 Brentwood  
017 Clayton  
018 Concord  
019 Danville  
020 El Cerrito  
021 Hercules  
022 Lafayette  
023 Martinez  
024 Moraga  
025 Orinda  
026 Pinole  
027 Pittsburg  
028 Pleasant Hill  
029 Richmond  
030 San Pablo  
031 San Ramona  
032 Walnut Creek

(If code "019" in M2:)

033 Clovis  
034 Cooling  
035 Firebug  
036 Foulter  
037 Fresno  
038 Huron  
039 Kaman  
040 Kingsburg  
041 Mendota  
042 Orange Cove  
043 Parlier  
044 Reedley  
045 San Joaquin  
046 Sanger  
047 Selma

(If code "033" in M2:)

048 Clearlake  
049 Lakeport

(If code "035" in M2:)

050 Susanville

M3. (Continued:)

(If code "037" in M2:)

051	Agoura Hills	097	Lomita
052	Alhambra	098	Long Beach
053	Arcadia	099	Los Angeles
054	Artesia	100	Lynwood
055	Avalon	101	Malibu
056	Azusa	102	Manhattan Beach
057	Baldwin Park	103	Maywood
058	Bell	104	Monrovia
059	Bell Gardens	105	Montebello
060	Bellflower	106	Monterey Park
061	Beverly Hills	107	Norwalk
062	Bradbury	108	Palmdale
063	Burbank	109	Palos Verdes Estates
064	Calabasas	110	Paramount
065	Carson	111	Pasadena
066	Cerritos	112	Pico Rivera
067	Claremont	113	Pomona
068	Commerce	114	Rancho Palos Verdes
069	Compton	115	Redondo Beach
070	Covina	116	Rolling Hills
071	Cudahy	117	Rolling Hills Estates
072	Culver City	118	Rosemead
073	Diamond Bar	119	San Dimas
074	Downey	120	San Fernando
075	Duarte	121	San Gabriel
076	El Monte	122	San Marino
077	El Segundo	123	Santa Clarita
078	Gardenia	124	Santa Fe Springs
079	Glendale	125	Santa Monica
080	Glendora	126	Sierra Madre
081	Hawaiian Gardens	127	Signal Hill
082	Hawthorne	128	South El Monte
083	Hermosa Beach	129	South Gate
084	Hidden Hills	130	South Pasadena
085	Huntington Park	131	Temple City
086	Industry	132	Torrance
087	Inglewood	133	Vernon
088	Irwindale	134	Walnut
089	La Canada-Flintridge	135	West Covina
090	La Habra Heights	136	West Hollywood
091	La Mirada	137	Westlake Village
092	La Puente	138	Whittier
093	La Verne		
094	Lakewood		
095	Lancaster		
096	Lawndale		

M3. (Continued:)

(If code "051" in M2:)

139 Mammoth Lakes

(If code "053" in M2:)

140 Carmel  
141 Del Rey Oaks  
142 Gonzales  
143 Greenfield  
144 King City  
145 Marina  
146 Monterey  
147 Pacific Grove  
148 Salinas  
149 Sand City  
150 Seaside  
151 Soledad

(If code "059" in M2:)

152 Anaheim  
153 Brea  
154 Buena Park  
155 Costa Mesa  
156 Cypress  
157 Dana Point  
158 Fountain Valley  
159 Fullerton  
160 Garden Grove  
161 Huntington Beach  
162 Irvine  
163 La Habra  
164 La Palma  
165 Laguna Beach  
166 Laguna Hills  
167 Laguna Niguel  
168 Lake Forest  
169 Los Alamitos  
170 Mission Viejo  
171 Newport Beach  
172 Orange  
173 Placentia  
174 San Clemente  
175 San Juan Capistrano  
176 Santa Ana  
177 Seal Beach  
178 Stanton  
179 Tustin  
180 Villa Park  
181 Westminster  
182 Yorba Linda

(If code "063" in M2:)

183 Portola

(If code "067" in M2:)

184 Folsom  
185 Galt  
186 Isleton  
187 Sacramento

(If code "071" in M2:)

188 Adelanto  
189 Apple Valley  
190 Barstow  
191 Big Bear Lake  
192 Chino  
193 Chino Hills  
194 Colton  
195 Fontana  
196 Grand Terrace  
197 Hesperia  
198 Highland  
199 Loma Linda  
200 Montclair  
201 Needles  
202 Ontario  
203 Rancho Cucamonga  
204 Redlands  
205 Rialto  
206 San Bernardino  
207 Twentynine Palms  
208 Upland  
209 Victorville  
210 Yucaipa  
211 Yucca Valley

M3. (Continued:)

**(If code "073" in M2:)**

212 Carlsbad  
213 Chula Vista  
214 Coronado  
215 Del Mar  
216 El Cajon  
217 Encinitas  
218 Escondido  
219 Imperial Beach  
220 La Mesa  
221 Lemon Grove  
222 National City  
223 Oceanside  
224 Poway  
225 San Diego  
226 San Marcos  
227 Santee  
228 Solana Beach  
229 Vista

**(If code "075" in M2:)**

230 San Francisco

**(If code "081" in M2:)**

231 Atherton  
232 Belmont  
233 Brisbane  
234 Burlingame  
235 Colma  
236 Daly City  
237 East Palo Alto  
238 Foster City  
239 Half Moon Bay  
240 Hillsborough  
241 Menlo Park  
242 Millbrae  
243 Pacifica  
244 Portola Valley  
245 Redwood City  
246 San Bruno  
247 San Carlos  
248 San Mateo  
249 South San Francisco  
250 Woodside

**(If code "085" in M2:)**

251 Campbell  
252 Cupertino  
253 Gilroy  
254 Los Altos  
255 Los Altos Hills  
256 Los Gatos  
257 Milpitas  
258 Monte Sereno  
259 Morgan Hill  
260 Mountain View  
261 Palo Alto  
262 San Jose  
263 Santa Clara  
264 Saratoga  
265 Sunnyvale

**(If code "089" in M2:)**

266 Anderson  
267 Redding  
268 Shasta

**(If code "115" in M2:)**

269 Marysville  
270 Wheatland

M3. (Continued:)

997 Other (list)  
998 (DK)  
999 (Refused)

---

( 7/15 - 7/17)

M4. How long have you lived in [(response in M2)/your  
current] county? (Open ended and code actual  
number of months and/or years)

MONTHS:

00 Response not given in months  
97 Less than one month  
98 (DK)  
99 (Refused)

---

( 7/18) ( 7/19)

YEARS:

00 Response not given in years  
98 (DK)  
99 (Refused)

---

( 7/20) ( 7/21)

M5. How many children under age 18 live in your  
household? (Open ended and code actual number)

98 (DK)  
99 (Refused)

---

( 7/22) ( 7/23)



M6. Are you of HISPANIC ORIGIN or descent, such as Mexican-American, Chicano, Central-American, Puerto Rican, Cuban, or Latino?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 7/24)

M7. What is your race? Would you say (read 06-11)?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 White or Caucasian
- 07 Black or African-American
- 08 Asian
- 09 Pacific Islander
- 10 American Indian or Native American
- 11 Alaska Native
- 12 (Hispanic - Volunteered only)

\_\_\_\_\_ ( 7/25) ( 7/26)

(If code "01-03" in M7, AND code "1" in M6;  
OR if code "12" in M7, Continue,  
If code "08" in M7, Skip to M8  
Otherwise, Skip to M9)

M7a. (If "01-03" in M7, and code "1" in M6, OR if code  
"12" in M7, ask:) Do you consider yourself to be  
white-Hispanic or black-Hispanic?

01 Other (list)  
02 DK  
03 (refused)  
04 HOLD  
05 HOLD

06 White-Hispanic  
07 Black-Hispanic  
08 (Respondent refuses to discriminate)

---

( 9/12) ( 9/13)

(If code "08" in M7, Continue;  
Otherwise, Skip to M9)

M8. (If code "08" in M7, ask:) Are you (read 06-13)?

01 Other (list)  
02 (DK)  
03 (Refused)  
04 HOLD  
05 HOLD

06 Chinese  
07 Japanese  
08 Korean  
09 Filipino  
10 Vietnamese  
11 Cambodian  
12 Laotian  
13 Indian

---

( 7/27) ( 7/28)

M9. How would you describe your views on most matters having to do with politics? Do you generally think of yourself as (read 1-3)?

1 Liberal - (Continue)

2 Middle-of-the-road, OR - (Skip to M11)

3 Conservative - (Skip to M10b)

4 (DK) (Skip to M11)

5 (Refused) (Skip to M11)

\_\_\_\_\_ ( 9/14)

M10a. (If code "1" in M9, ask:) Do you think of yourself as very (response in M9), or somewhat (response in M9)?

1 Very liberal

2 Somewhat liberal

3 (Middle-of-the-road)

4 HOLD

5 HOLD

6 (DK)

7 (Refused)

\_\_\_\_\_ ( 9/15)

M10b. (If code "3" in M9, ask:) Do you think of yourself as very (response in M9), or somewhat (response in M9)?

1 HOLD

2 HOLD

3 (Middle-of-the-road)

4 Somewhat conservative

5 Very conservative

6 (DK)

7 (Refused)

\_\_\_\_\_ ( 9/66)

M11. What is the highest grade or year of school you completed? (Open ended and code)

- 01 Eighth grade or less
- 02 Some high school (grades 9-11)
- 03 Grade 12 or GED certificate  
(high school graduate)
- 04 Some technical high school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Postgraduate or professional degree
- 09 (DK)
- 10 (Refused)

\_\_\_\_\_  
( 9/16) ( 9/17)

M12. Please tell me your age. (Open ended and code actual age)

- 99 99+
- 00 (Refused)

\_\_\_\_\_  
( 1/45) ( 1/46)

M13. GENDER: (Do not ask; code only)

- 1 Male
- 2 Female

\_\_\_\_\_  
( 1/44)

M14. Gallup understands that there is another study being done in California among Opinion Leaders such as yourself. To avoid you being called again for this other study, can you please give me your name so we can take you off of the other list?

NAME:

\_\_\_\_\_  
(10/01 - 10/30)

**(INTERVIEWER READ:)** Again, this is \_\_\_\_\_, with The Gallup Organization of Lincoln, Nebraska. I'd like to thank you for your time. Our mission is to "help people be heard", and your opinions are important to Gallup in accomplishing this.

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.# \_\_\_\_\_ ( 2/41-  
2/44)

**REVISIONS**

**11/8/99**

Added M14

**11/17/99**

Deleted B7, C4, D3-B, D3-C, D11, D12, D13, E6,  
E32, F16, F16a, I4, L4-C, L4-D and L4-E

Added code "5" to E8

Revised "Skips" on E20 and E31b

Added "Skips" to F15a, F21 and F22

vkt\larsen\ca tobacco-opinion leaders-911